

**REMARKS**

In paper no. 10, mailed June 3, 2003, the Examiner imposed a restriction requirement and made a request for information. By this response, applicants cancel claims 42-53. Accordingly, claims 1-41, 54, and 55 are now pending.

In the restriction requirement, the Examiner divided the claims into the following groups:

- I. Claims 1-36;
- II. Claims 37-41, 54, and 55;
- III. Claims 42-47; and
- IV. Claims 48-53.

In response, the applicants hereby elect Group I with traverse. Applicants note that claim 2 in Group I is very similar to claim 37 in Group II. Accordingly, applicants submit that the simultaneous search and examination of Groups I and II will not impose serious burden on the Examiner, and therefore should be undertaken.

In the Request for Information, the Examiner required answers to two questions. These questions are reproduced below, together with their answers:

1. When did Amazon.com first provide the "Discover Similar Items" feature on its website?

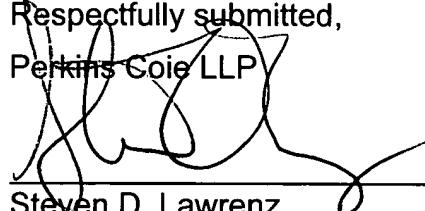
The exact date upon which Amazon.com first provided this feature on its website is unknown and/or is not readily available to the party or parties from which it was requested. However, it is known that this feature was not provided earlier than August 28, 2000.

2. Did Amazon.com provide any functionality substantially similar to the "Discover Similar Items" feature prior to the introduction of the "Discover Similar Items" feature? If so, when?

The Amazon.com employee who has responsibility for the "Discover Similar Items" feature and other features relating to personalized merchandizing is not aware of any other features that (1) are functionally substantially similar to the "Discover Similar Items" feature, and (2) were provided prior to the introduction of the "Discover Similar Items" feature.

No fees are believed due with this communication. However, the Commissioner is hereby authorized and requested to charge any deficiency in fees herein to Deposit Account No. 50-0665.

Respectfully submitted,  
Perkins Coie LLP

  
Steven D. Lawrenz  
Registration No. 37,376

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**Correspondence Address:**

Customer No. 25096  
Perkins Coie LLP  
P.O. Box 1247  
Seattle, Washington 98111-1247  
(206) 583-8888